

1959

RETAIL TRADE ANNUAL REPORT

- **SALES**
- **MERCHANDISE INVENTORIES**
- **ACCOUNTS RECEIVABLE**

**U.S. DEPARTMENT
OF COMMERCE**

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Robert W. Burgess, Director

BUREAU OF THE CENSUS

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CALVERT L. DEDRICK, Chief, International Statistical Programs Office
A. W. VON STRUVE, Acting Public Information Officer

BUSINESS DIVISION

HARVEY KAILIN, Chief
LOUIS GREENBERG, Assistant Chief

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The 1959 Annual Retail Trade Report was prepared in the Business Division under the supervision of Max Shor, Chief, Current Surveys Branch, and Paul Shapiro, Chief, Current Retail Surveys Section, by Gerda S. Mones, Caesar Hill, and Harry L. Barton.

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ANNUAL SALES

Distribution of Sales by Region

Sales of retail stores in the United States in 1959 (exclusive of Alaska and Hawaii) totaled \$215 billion, an increase of 8 percent over 1958. Retail sales in 1959 in the North Central Region and in the South; at \$65 billion and \$57 billion, respectively, showed a similar percentage gain over 1958 levels. In the Northeast, 1959 sales (\$56 billion) were only 5 percent greater than in 1958, whereas the West, with 1959 retail sales amounting to \$37 billion, showed an 11 percent increase over the previous year.

In each of the regions, the percentage increase for durable-goods stores was two to three times as great as for nondurable-goods stores. The sharpest year-to-year gain in the West occurred in the automotive group (+23%), more than twice that of the next ranking groups: furniture and appliance group (+11%) and the general merchandise and apparel groups (+10% each). The automotive group also showed the greatest gain in the North Central Region and the South (+20% and +16%, respectively) but was followed in each of these regions by the lumber, building, hardware, farm equipment group (+11% and +8%, respectively). In the Northeast Region, the relative position of these two groups was reversed, with the lumber, building, hardware, farm equipment group showing a 14 percent gain as compared to 8 percent for the automotive group. Food store sales, which accounted for about a fourth of total sales of retail stores in each region, rose by only 2 to 3 percent between 1958 and 1959, except for the West which showed a 6 percent increase.

Per capita retail sales in the United States in 1959 amounted to \$1,235, about 6 percent higher than

in 1958. The West which accounted for only about one-sixth of the retail sales in the United States, 1959 sales per capita in that region amounted to \$1,461, approximately 18 percent greater than the national average. Per capita sales were estimated at \$1,278 in the Northeast, \$1,267 in the North Central Region, and \$1,063 in the South.

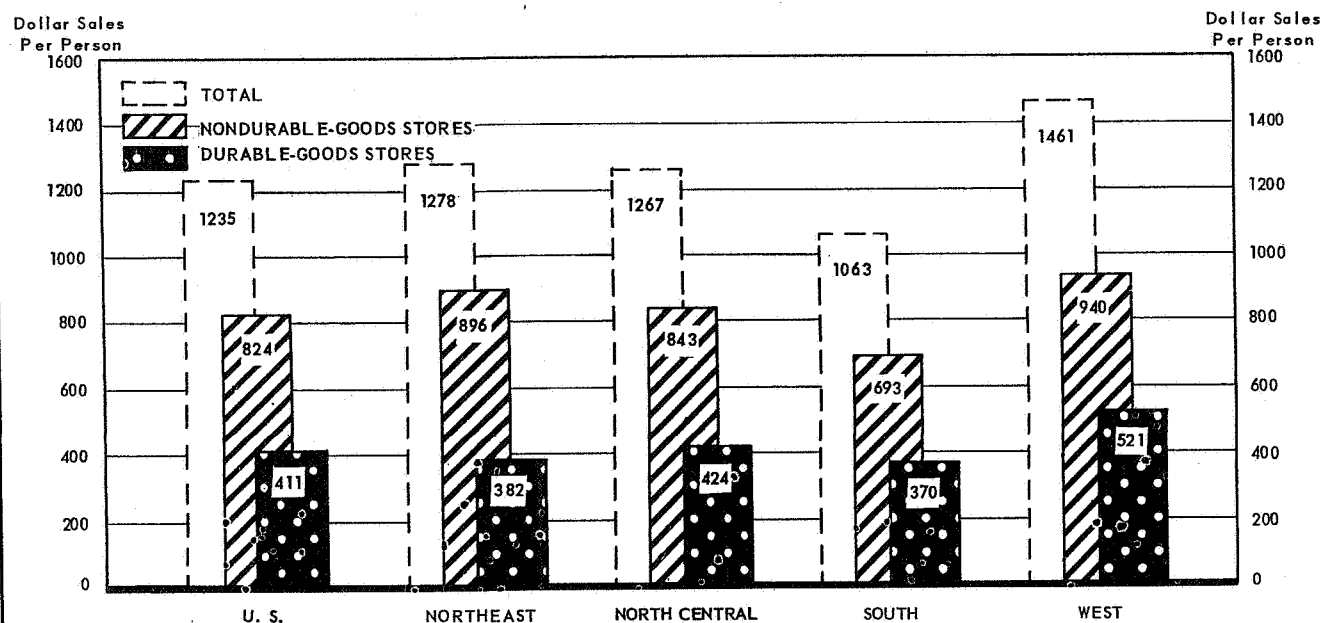
Average per capita food store sales in the United States amounted to \$296 in 1959, ranging from \$246 in the South to \$346 in the West. For the automotive group, the second largest kind-of-business group, average per capita sales amounted to \$226, with such sales in the West almost 50 percent greater than in the Northeast (\$294 and \$199, respectively).

Sales of Multiunit Organizations by Region

Compared with 1958, multiunit organizations of 11 or more retail stores showed an average sales increase of 6 percent in 1959 for all retail kinds of business in the United States. The South showed the largest percentage gain over 1958 sales (+9%), followed by the West (+8%), the North Central Region (+6%), and the Northeast (+4%).

Sales of stores in the food group and general merchandise group, which together comprised about three-fourths of the total sales of these organizations in each region, increased by 5 percent and 8 percent, respectively, over 1958 levels. The year-to-year gain for the general merchandise group was substantially larger than for food stores except in the South, where both groups showed increases between 8 and 9 percent.

FIG. I.—PER CAPITA SALES OF DURABLE AND NONDURABLE-GOODS STORES: 1959
ALL RETAIL STORES BY CENSUS REGIONS



Based on preliminary civilian population estimates for July 1, 1959.

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Table 1. ESTIMATED SALES OF ALL RETAIL STORES, UNITED STATES AND CENSUS REGIONS, BY KIND OF BUSINESS: 1959 AND 1958

(Millions of dollars)

Kind of business	United States			Northeast			North Central			South			West		
	1959	1958	Percent change	1959	1958	Percent change	1959	1958	Percent change	1959	1958	Percent change	1959	1958	Percent change
All kinds of business, total.....	215,413	200,353	+8	55,834	53,148	+5	65,480	60,684	+8	57,038	52,989	+8	37,061	33,532	+11
Durable-goods stores, total..	71,662	63,409	+13	16,661	15,279	+9	21,935	19,191	+14	19,852	17,700	+12	13,214	11,239	+18
Nondurable-goods stores, total.	143,751	136,944	+5	39,173	37,869	+3	43,545	41,493	+5	37,186	35,289	+5	23,847	22,293	+7
Food group.....	51,680	50,263	+3	14,729	14,488	+2	14,953	14,659	+2	13,218	12,809	+3	8,780	8,307	+6
Grocery stores.....	46,043	44,346	+3	11,985	11,710	+2	13,405	13,110	+2	12,451	12,020	+4	8,202	7,706	+6
Eating and drinking places.....	15,601	14,792	+5	4,956	4,724	+5	4,872	4,597	+6	3,159	2,974	+6	2,614	2,497	+5
Eating places.....	10,488	9,874	+6	3,383	3,237	+5	2,929	2,697	+9	2,352	2,208	+7	1,824	1,732	+5
General merchandise group.....	23,391	21,668	+8	5,410	5,085	+6	7,193	6,620	+9	6,613	6,160	+7	4,175	3,803	+10
Dept. stores and dry goods, general merchandise stores....	16,621	15,346	+8	3,927	3,668	+7	5,140	4,760	+8	4,418	4,085	+8	3,147	2,833	+11
Department stores.....	13,609	12,564	+8	3,502	3,244	+8	4,396	4,050	+9	3,329	3,107	+7	2,381	2,163	+10
Variety stores.....	3,850	3,611	+7	1,077	1,047	+3	1,085	1,021	+6	1,153	1,045	+10	535	498	+7
Mail order (dept. store mdse.)	1,703	1,536	+11	289	257	+12	645	582	+11	487	444	+10	283	253	+12
Apparel group.....	13,266	12,558	+6	4,522	4,355	+4	3,440	3,277	+5	3,469	3,254	+7	1,835	1,672	+10
Women's ready-to-wear stores...	4,712	4,450	+6	1,423	1,445	-2	1,289	1,157	+11	1,292	1,239	+4	708	609	+16
Shoe stores.....	2,334	2,221	+5	790	790	0	639	625	+2	550	500	+10	355	306	+16
Furniture and appliance group....	11,042	10,323	+7	3,211	3,018	+6	2,957	2,776	+7	2,906	2,763	+5	1,968	1,766	+11
Furniture, home furnishings stores.....	6,988	6,635	+5	1,877	1,767	+6	1,877	1,845	+2	1,986	1,865	+6	1,248	1,158	+8
Furniture stores.....	5,232	4,854	+8	1,266	1,174	+8	1,452	1,342	+8	1,652	1,553	+6	862	785	+10
Household appliance, TV, radio stores.....	4,053	3,688	+10	(1)	(1)	-	1,074	931	+15	921	898	+3	723	608	+19
Lumber, building, hardware, farm equipment group.....	15,276	13,850	+10	2,976	2,616	+14	5,723	5,166	+11	3,978	3,689	+8	2,599	2,379	+9
Lumber yards, building materials dealers.....	9,106	8,154	+12	2,104	1,794	+17	3,113	2,847	+9	2,393	2,245	+7	1,496	1,228	+18
Lumber yards.....	5,907	5,199	+14	1,322	1,099	+20	2,089	1,874	+11	1,462	1,338	+9	1,034	888	+16
Hardware stores.....	2,751	2,653	+4	624	650	-4	1,023	971	+5	740	656	+13	(1)	(1)	-
Automotive group.....	39,439	33,859	+16	8,686	8,035	+8	11,743	9,807	+20	11,561	9,958	+16	7,449	6,059	+23
Passenger car dealers (franchised)	32,472	27,373	+19	7,401	6,705	+10	10,095	8,315	+21	9,050	7,673	+18	5,926	4,680	+27
Gasoline service stations.....	16,793	15,758	+7	3,183	2,993	+6	5,722	5,290	+8	4,867	4,573	+6	3,021	2,902	+4
Other retail stores.....	28,925	27,282	+6	8,159	7,834	+4	8,917	8,492	+5	7,241	6,809	+6	4,608	4,147	+11
Drug and proprietary stores....	7,150	6,599	+8	1,655	1,575	+5	2,218	2,033	+9	1,950	1,770	+10	1,327	1,221	+9
Liquor stores.....	4,729	4,438	+7	1,563	1,416	+10	1,184	1,156	+2	1,250	1,150	+9	732	716	+2

r Revised.

1 Not shown because of high sampling variability.

2 Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

Notes: Data do not include Alaska or Hawaii. All kinds of business, total, and group totals include kinds of business not shown separately. Measures of sampling variability are provided on page 16. For States comprising the Census regions, see page 20.

Table 2. PER CAPITA SALES OF SELECTED KINDS OF BUSINESS, ALL RETAIL STORES, UNITED STATES AND CENSUS REGIONS: 1959 AND 1958

[Data for 1959 based on preliminary civilian population estimates for July 1, 1959. Data for 1958 based on final civilian population estimates for July 1, 1958. Amounts in dollars.]

Kind of business	United States			Northeast			North Central			South			West		
	1959	1958	Percent change	1959	1958	Percent change	1959	1958	Percent change	1959	1958	Percent change	1959	1958	Percent change
All kinds of business, total.....	1,235	1,169	+6	1,278	1,233	+4	1,267	1,193	+6	1,063	1,006	+6	1,461	1,354	+8
Durable-goods stores, total.....	411	370	+11	382	355	+8	424	377	+12	370	336	+10	521	454	+15
Nondurable-goods stores, total.....	824	799	+3	896	878	+2	843	816	+3	693	670	+3	940	900	+4
Food group.....	296	293	+1	337	338	0	289	288	0	246	242	+2	346	334	+4
Eating and drinking places.....	89	86	+3	113	110	+3	94	90	+4	59	56	+5	103	101	+2
General merchandise group.....	134	126	+6	124	119	+4	139	130	+7	123	116	+6	165	153	+8
Apparel group.....	76	73	+4	104	102	+2	67	65	+3	65	61	+7	72	67	+7
Furniture and appliance group.....	63	60	+5	74	71	+4	57	55	+4	54	52	+4	78	71	+10
Lumber, building, hardware, farm equipment group	88	81	+9	68	61	+11	111	102	+9	74	70	+6	102	96	+6
Automotive group.....	226	197	+15	199	188	+6	227	193	+18	215	188	+14	294	243	+21
Gasoline service stations.....	96	92	+4	73	69	+6	111	104	+7	91	88	+3	119	117	+2
Drug and proprietary stores.....	41	38	+8	39	37	+5	43	40	+8	36	34	+6	52	49	+6

Notes: All kinds of business, total includes kinds of business not shown separately. Neither population figures nor sales figures include Alaska or Hawaii. For States comprising the Census regions, see page 20.

FIG. 2.—PER CAPITA SALES OF SELECTED KINDS OF BUSINESS: 1959
ALL RETAIL STORES, UNITED STATES AND CENSUS REGIONS

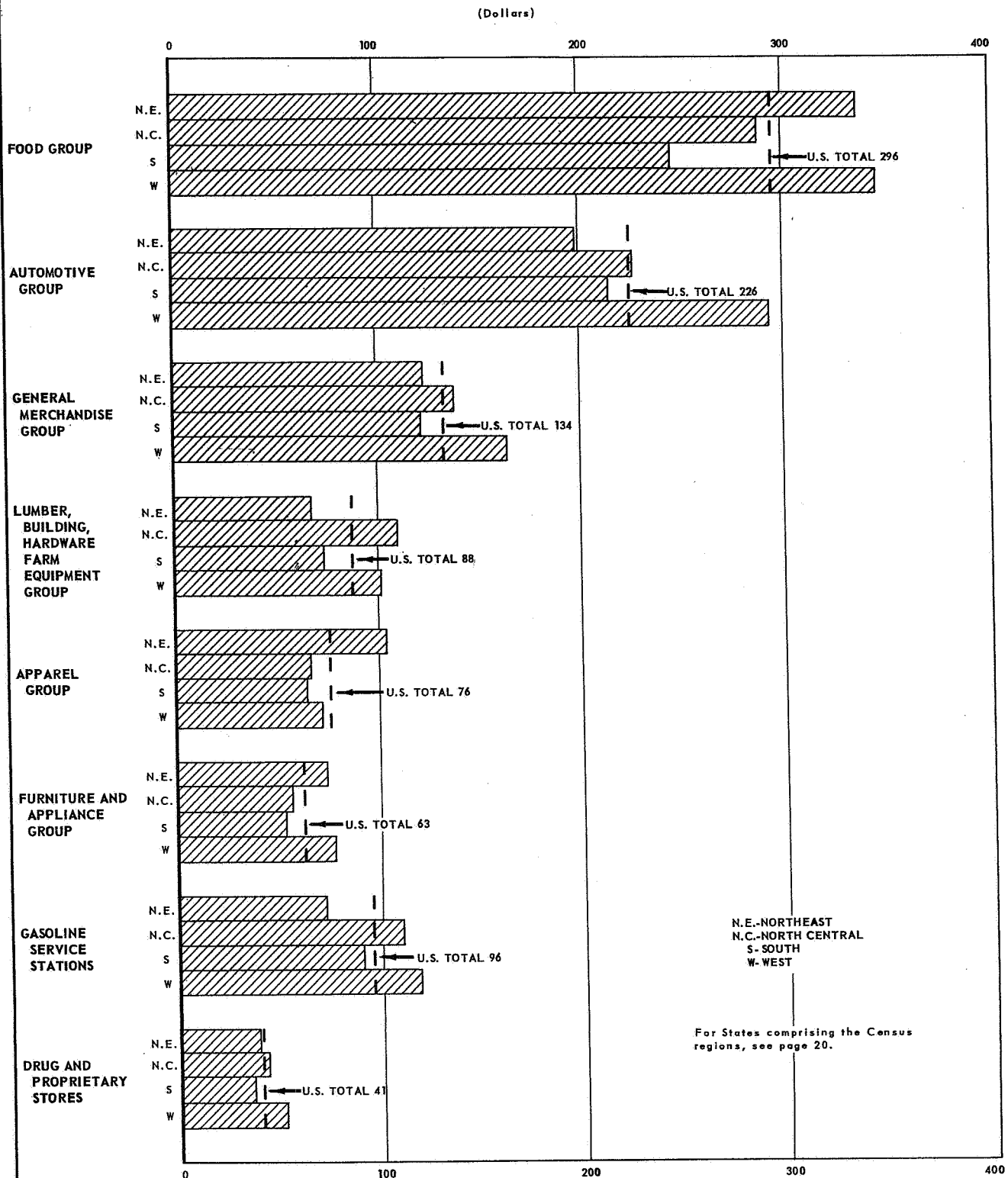


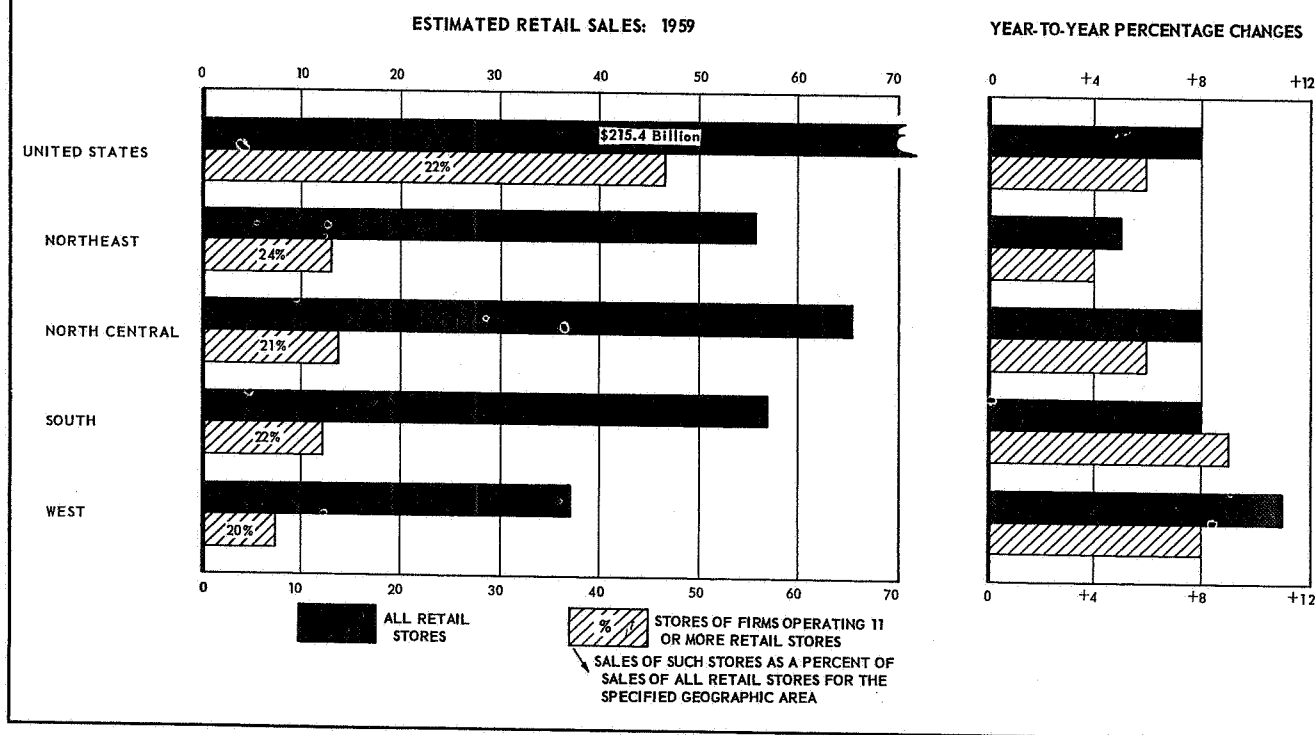
Table 3. ESTIMATED SALES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES
UNITED STATES AND CENSUS REGIONS, BY KIND OF BUSINESS: 1959 AND 1958

(Millions of dollars)

Kind of business	United States			Northeast			North Central			South			West		
	1959	1958	Percent change	1959	1958	Percent change	1959	1958	Percent change	1959	1958	Percent change	1959	1958	Percent change
All kinds of business, total.....	46,672	43,852	+6	13,208	12,741	+4	13,768	12,970	+6	12,275	11,254	+9	7,421	6,887	+8
Food group.....	20,368	19,461	+5	6,660	6,537	+2	5,825	5,567	+5	5,133	4,741	+8	2,750	2,616	+5
Grocery stores.....	19,502	18,590	+5	6,260	6,135	+2	5,558	5,298	+5	4,993	4,610	+8	2,691	2,547	+6
Eating and drinking places.....	949	872	+9	387	363	+7	243	217	+12	229	205	+12	90	87	+3
General merchandise group.....	14,520	13,413	+8	3,456	3,260	+6	4,370	4,023	+9	3,993	3,675	+9	2,701	2,455	+10
Department stores and dry goods, general merchandise stores.....	9,871	9,118	+8	2,280	2,161	+6	2,942	2,708	+9	2,616	2,398	+9	2,033	1,851	+10
Department stores.....	8,606	7,939	+8	2,177	2,064	+6	2,573	2,350	+9	2,152	1,977	+9	1,704	1,548	+10
Variety stores.....	2,978	2,779	+7	896	856	+5	813	764	+6	887	812	+9	382	347	+10
Apparel group.....	3,048	2,805	+9	1,015	939	+8	823	756	+9	731	666	+10	479	444	+8
Women's ready-to-wear stores.....	1,224	1,120	+9	343	314	+9	364	337	+8	304	272	+12	213	197	+8
Shoe stores.....	927	851	+10	317	295	+7	236	221	+7	216	190	+14	168	145	+16
Furniture and appliance group.....	965	957	+1	269	282	-5	223	214	+4	293	292	0	180	169	+7
Tire, battery, accessory dealers.....	974	867	+12	163	147	+11	267	236	+13	417	369	+13	127	115	+10
Drug and proprietary stores.....	1,225	1,118	+10	159	154	+3	461	452	+2	380	313	+21	225	199	+13
Liquor stores.....	1,006	976	+3	315	311	+1	260	253	+3	265	259	+2	166	153	+8

Notes: Data do not include Alaska or Hawaii. All kinds of business, total, and group totals include data for kinds of business not shown separately. For States comprising the Census regions, see page 20.

FIG. 3.—ESTIMATED SALES OF ALL RETAIL STORES AND ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES: 1959, UNITED STATES AND CENSUS REGIONS



Merchandise on Hand

The cost value of merchandise inventories in retail stores on December 31, 1959, amounted to \$23.2 billion, 5 percent higher than at the close of 1958. Of this total, \$12.7 billion represented the value of stocks of nondurable-goods stores, and \$10.5 billion the inventories of durable-goods stores. Both categories showed increases in inventories of 5 percent over a year ago.

All of the major kind-of-business groups showed more inventory holdings at the close of 1959 than at the end of 1958, except for food stores and eating and drinking places which showed no year-to-year change in inventories. A 12 percent increase was recorded for department stores, with the entire general merchandise group showing stocks up 9 percent. End-of-year inventories in apparel stores also showed a 9 percent gain over a year ago, although women's ready-to-wear stores reported virtually no change (+1%). Shoe stores up 12 percent, contributed largely to the increase for the apparel group. The furniture and appliance group and the lumber, building, hardware, farm equipment group each had end-of-year inventories 5 percent over those of December 31, 1958. Drug and proprietary stores also showed 5 percent larger inventory holdings than the year earlier. The automotive group, which accounted for one-sixth of the total dollar volume of inventories for all kinds of business, showed only a 2 percent increase, and the passenger car dealers (franchised) component of this group reported end-of-year 1959 inventories unchanged from the previous year.

In the warehouses and stores of organizations operating 11 or more retail stores, merchandise held for sale on December 31, 1959 totaled \$5.3 billion at cost value, 8 percent more than was held at the end of 1958. The general merchandise group, which accounted for more than 40 percent of the total warehouse and store inventories of these organizations, showed a year-to-year gain of 11 percent. On the other hand, inventories in the food group, which accounted for close to a fourth of the total, rose by only 4 percent between year-end 1958 and 1959.

Sales-Inventory Ratios

Annual sales of all retail stores in 1959 were 8.7 times the cost value of year-end store inventories. Although this ratio is little changed from 8.8 estimated in 1958 for all kinds of business, varying trends were noted for durable and for nondurable-goods stores. The sales-inventory ratio for the latter category dropped from 11.2 to 10.4 over this period, whereas the ratio for the durable-goods stores rose from 6.0 to 6.6.

Among the durable-goods stores, passenger car dealers (franchised) showed a 1959 ratio of 10.5; household appliance dealers, 6.6; lumber yards, 5.6; tire, battery, accessory dealers, 5.4; furniture stores, 4.9; and hardware stores and farm equipment dealers, each 3.3. Food stores showed a sales-to-inventory ratio of 17.6, compared to 28.2 for those food stores operated by organizations with 11 or more retail stores. The ratio for department stores operated by such organizations (8.2) was relatively close to the ratio for all department stores (7.0).

FIG. 4.—MERCHANDISE INVENTORIES: END OF YEAR 1959
ALL RETAIL STORES BY MAJOR KIND-OF-BUSINESS GROUPS

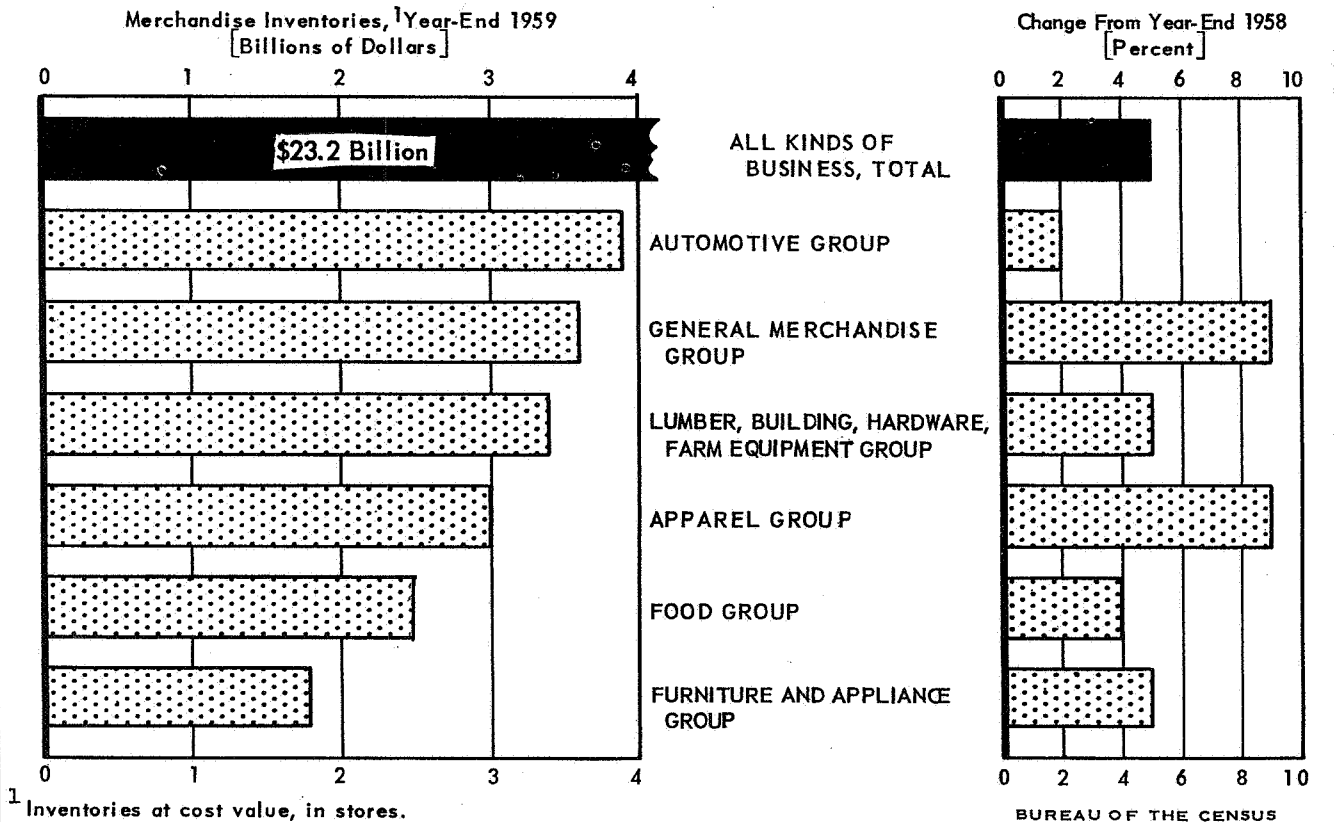


Table 4. MERCHANDISE INVENTORIES AND SALES-INVENTORY RATIOS OF ALL RETAIL STORES
UNITED STATES, BY KIND OF BUSINESS: END OF YEAR 1959 AND 1958

(Millions of dollars)

Kind of business	Merchandise inventories (at cost) December 31--			Sales- inventory ratio ¹		Kind of business	Merchandise inventories (at cost) December 31--			Sales- inventory ratio ¹	
	1959	1958	Percent change	1959	1958		1959	1958	Percent change	1959	1958
All kinds of business, total.....	23,196	22,098	+5	8.7	8.8	Furniture and appliance group.....	1,846	1,762	+5	5.6	5.5
Durable-goods stores, total.....	10,545	10,058	+5	6.6	6.0	Furniture, home furnishings stores.....	1,265	1,236	+2	5.3	5.0
Nondurable-goods stores, total.....	12,651	12,040	+5	10.4	11.2	Furniture stores.....	982	960	+2	4.9	4.7
Food group.....	2,460	2,452	0	17.6	20.1	Household appliance, TV, radio stores.....	581	526	+11	6.4	6.7
Grocery stores.....	2,315	2,276	+2	16.6	19.3	Household appliance dealers.....	435	390	+12	6.6	7.0
Eating and drinking places.....	414	413	0	33.6	33.6	Lumber, building, hardware, farm equipment group.....	3,381	3,221	+5	4.7	4.3
General merchandise group.....	3,562	3,278	+9	6.0	6.7	Lumber yards, building materials dealers ² ...	1,496	1,461	+2	6.4	5.5
Department stores and dry goods, general merchandise stores.....	2,424	2,165	+12	6.2	7.1	Lumber yards.....	1,050	1,035	+1	5.6	5.1
Department stores.....	1,772	1,583	+12	7.0	8.0	Hardware stores.....	829	822	+1	3.3	3.3
Variety stores.....	684	641	+7	5.3	5.7	Farm equipment dealers.....	1,056	938	+13	3.3	3.5
Mail order (department store merchandise)....	250	234	+7	5.8	6.2	Automotive group.....	3,932	3,837	+2	9.7	8.1
Apparel group.....	2,961	2,722	+9	4.5	4.5	Passenger car dealers.....	3,271	3,214	+2	10.6	8.7
Men's, boys' clothing, furnishings stores....	701	683	+3	3.3	3.3	Passenger car dealers (franchised).....	2,970	2,961	+0	10.5	8.7
Women's ready-to-wear stores.....	714	710	+1	6.5	6.4	Tire, battery, accessory dealers.....	408	395	+3	5.4	5.5
Shoes stores.....	654	584	+12	3.4	3.5	Gasoline service stations.....	727	710	+2	22.5	21.3
						Other retail stores.....	3,913	3,703	+6	7.0	7.4
						Drug and proprietary stores.....	1,128	1,073	+5	6.2	6.3
						Liquor stores.....	525	510	+3	8.0	8.9
						Jewelry stores.....	482	474	+2	2.5	2.4

¹ Based on only those establishments in business the full calendar year.

² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

Notes: Data do not include Alaska or Hawaii. Dollar volumes and sales-inventory ratios for all kinds of business, total, and group totals include kinds of business not shown separately.

Measures of sampling variability are provided on page 16.

Table 5. MERCHANDISE INVENTORIES AND SALES-INVENTORY RATIOS OF RETAIL STORES AND WAREHOUSES OF ORGANIZATIONS OPERATING
11 OR MORE RETAIL STORES, UNITED STATES, BY KIND OF BUSINESS: END OF YEAR 1959 AND 1958

Kind of business	Merchandise inventories, at cost (millions of dollars)						Sales-inventory ratio (stores only)	
	Total, warehouses ¹ and stores			Stores				
	December 31--		Percent change, 1959 from 1958	December 31--		Percent change, 1959 from 1958	1959	1958
	1959	1958		1959	1958			
All kinds of business, total.....	5,264	4,852	+8	4,077	3,741	+9	11.6	11.7
Food group.....	1,232	1,181	+4	724	696	+4	28.2	27.7
Grocery stores.....	1,192	1,142	+4	702	676	+4	27.9	27.3
Eating and drinking places.....	29	24	+21	16	15	+7	60.5	62.2
General merchandise group.....	2,160	1,945	+11	1,913	1,734	+10	7.4	7.7
Department stores and dry goods, general merchandise stores.....	1,380	1,235	+12	1,212	1,078	+12	8.0	8.4
Department stores.....	1,176	1,060	+11	1,024	920	+11	8.2	8.6
Variety stores.....	504	466	+8	453	422	+7	6.7	6.7
Apparel group.....	545	496	+10	481	438	+10	6.2	6.3
Men's, boys' clothing, furnishings stores.....	65	61	+7	57	54	+6	4.2	4.1
Women's ready-to-wear stores.....	139	127	+9	130	118	+10	8.9	9.2
Shoe stores.....	214	188	+14	186	162	+15	5.0	5.1
Furniture and appliance group.....	186	176	+6	122	112	+9	8.9	9.3
Furniture stores.....	58	54	+7	43	40	+8	6.2	6.9
Lumber, building, hardware, farm equipment group.....	302	275	+10	268	246	+9	4.8	4.8
Lumber yards, building materials dealers ²	200	186	+8	188	175	+7	4.3	4.2
Lumber yards.....	126	122	+3	121	117	+3	4.2	4.1
Tire, battery, accessory dealers.....	200	195	+3	169	161	+5	5.7	5.4
Drug and proprietary stores.....	213	196	+9	153	137	+12	8.1	8.0
Liquor stores.....	169	164	+3	87	83	+5	12.9	13.0

¹ Warehouse inventories of Group II organizations are excluded from table 4.

² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

Notes: Data do not include Alaska or Hawaii. All kinds of business, total, and group totals include kinds of business not shown separately.

Table 6. ESTIMATED SALES AND YEAR-END MERCHANDISE INVENTORIES OF RETAIL STORES OF ORGANIZATIONS OPERATING
4 OR MORE RETAIL STORES, UNITED STATES, BY KIND OF BUSINESS: 1959

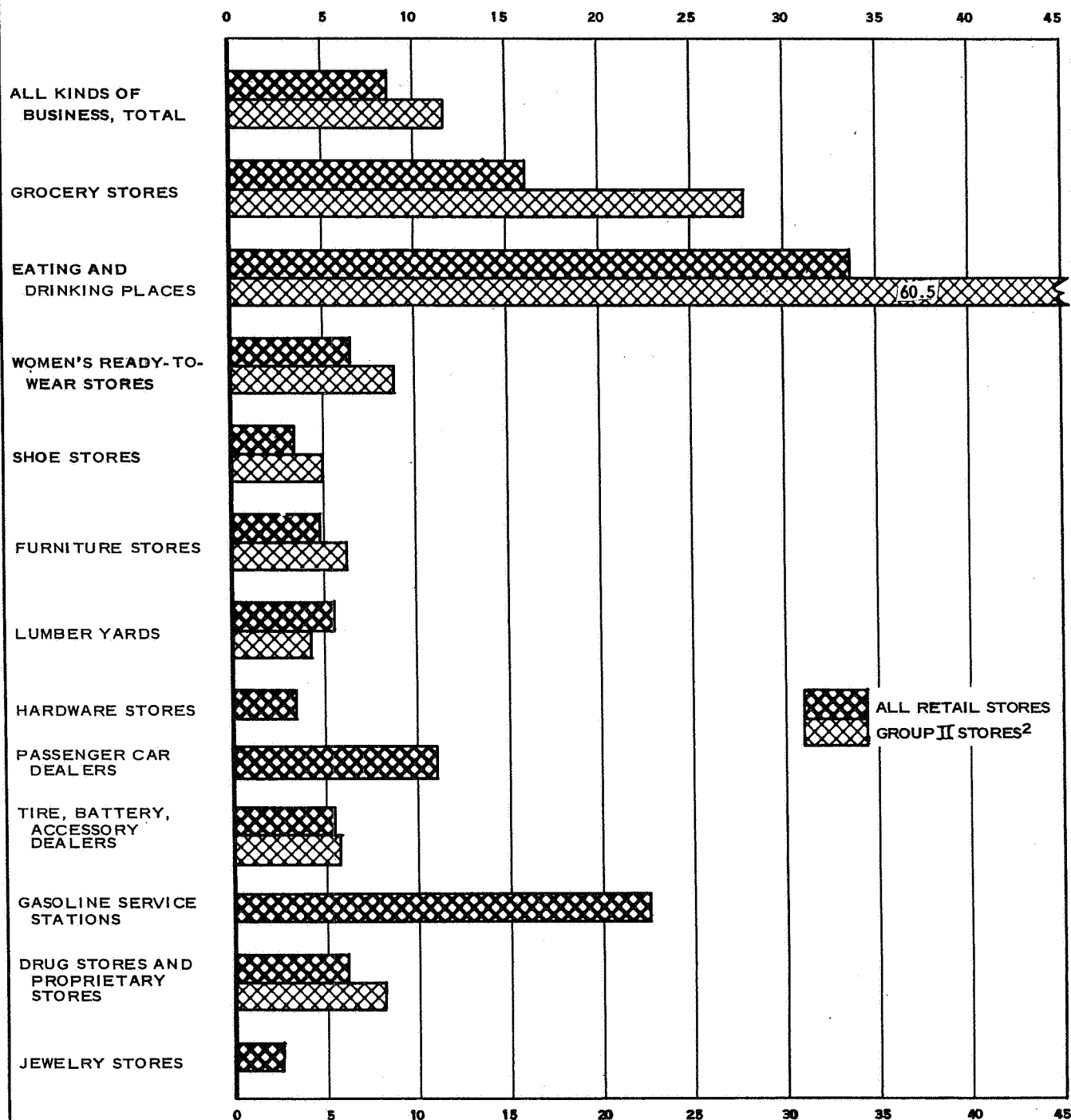
(Millions of dollars)

Kind of business	Annual sales 1959	Merchandise inventories (at cost)		Kind of business	Annual sales 1959	Merchandise inventories (at cost)	
		Dec. 31, 1959	Percent change 1959 from 1958			Dec. 31, 1959	Percent change, 1959 from 1958
All kinds of business, total.....	53,470	5,326	+8	General merchandise group.....	15,683	2,277	+12
Food group.....	21,932	823	+1	Department stores and dry goods, general merchandise stores.....	10,816	1,543	+14
Grocery stores.....	20,878	792	+2	Department stores.....	9,380	1,314	+15
				Drug and proprietary stores.....	1,474	192	+19

Notes: Data do not include Alaska or Hawaii. All kinds of business, total, and group totals include kinds of business not shown separately. Measures of sampling variability are provided on page 17.

FIG. 5.—SALES-INVENTORY RATIOS: 1959

ALL RETAIL STORES AND GROUP II STORES BY SELECTED KINDS OF BUSINESS

(Annual Turnover: 1959 Sales divided by year-end inventories, at cost)¹

¹Data based on establishments in business the full calendar year, except for those Group II establishments which may not have been in operation the entire year. Ratios exclude warehouse inventories of Group II stores.

²Retail stores of organizations operating 11 or more retail stores.

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ACCOUNTS RECEIVABLE

Retail stores of the United States reported \$12.7 billion in accounts receivable balances owed by customers as of December 31, 1959, about 4 percent more than the \$12.1 billion reported as of the same date a year ago. This upward movement in retail store credit outstanding was due to a 12 percent increase in installment account balances, which went from \$5.0 billion at the end of 1958 to \$5.7 billion at the end of 1959. The amount outstanding in charge accounts dropped slightly from \$7.1 billion as of December 31, 1958 to \$7.0 billion for the same date in 1959. Of total accounts receivable balances reported at year-end 1959, charge accounts represented 55 percent while amounts outstanding in installment plans accounted for 45 percent. The comparable ratios for 1958 were 59 and 41 percent, respectively.

The data shown for accounts receivable balances in this report reflect only amounts owed to retail stores and do not include amounts owed to other organizations, such as financial institutions, for retail purchases. It should also be noted that changes in receivable balances from year to year reflect changes in the practice of discounting or selling receivables to banks, finance companies, and others, as well as changes in the amounts of goods sold on credit and in the rates at which customers made payment.

Department stores reported unpaid balances totaling \$2.7 billion at the end of 1959, more than a fifth of the total for all retail stores and more than was owed to any other single kind of business. This category also showed a year-to-year increase of 14 percent, somewhat less than the 20 percent increase for mail-order houses (department store merchandise).

Receivable balances for nondurable-goods stores, in total, amounted to \$6.3 billion at year-end 1959, half of the total for all stores. Among the durable-goods stores, the furniture and appliance group reported 1959 balances of \$2.2 billion; the lumber, building, hardware, farm equipment group, \$1.9 billion, and the automotive group, \$1.5 billion. As compared to year-ago credit outstanding, the furniture and appliance group reported an increase of 4 percent in contrast to a 5 percent decline for the automotive group. Balances for the lumber group were unchanged.

Close to three-fourths of the total year-end 1959 balances due from customers of furniture and appliance stores, and almost two-thirds of the total for the general merchandise group, represented installment accounts outstanding. In contrast, 87 percent of the total receivable balances outstanding for the lumber, building, hardware, farm equipment group were charge account balances. For the automotive group, about equal amounts were outstanding in both types of accounts.

Stores of organizations operating 11 or more retail stores accounted for \$3.6 billion of total receivables at the end of 1959, 17 percent more than was held at the close of 1958. Three-fourths of the credit balances owed by customers at the end of 1959 to stores of these organizations was in installment accounts, \$2.7 billion as compared with \$0.9 billion in charge accounts. General merchandise stores operated by such organizations reported \$2.2 billion of accounts receivable balances, 20 percent more than for the same period a year earlier and 59 percent of total 1959 receivables of these organizations in all kinds of business.

Table 7. ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES, BY KIND OF BUSINESS: END OF YEAR 1959 AND 1958

(Millions of dollars)

Kind of business	All retail stores			Kind of business	All retail stores		
	December 31--		Percent change, 1959 from 1958		December 31--		Percent change, 1959 from 1958
	1959	1958			1959	1958	
All kinds of business, total.....	12,662	12,148	+4	Furniture and appliance group.....	2,174	2,086	+4
Durable-goods stores, total.....	6,314	6,214	+2	Furniture, home furnishings stores.....	1,650	1,587	+4
Nondurable-goods stores, total.....	6,348	5,934	+7	Furniture stores.....	1,485	1,405	+6
Food group.....	396	383	+3	Household appliance, TV, radio stores.....	524	499	+5
Eating and drinking places.....	74	57	+30	Household appliance stores.....	461	430	+7
General merchandise group.....	3,350	2,931	+14	Lumber, building, hardware, farm equipment group..	1,859	1,861	0
Department stores and dry goods, general merchandise stores.....	2,827	2,489	+14	Lumber yards, building materials dealers ¹	1,322	1,254	+5
Department stores.....	2,686	2,355	+14	Lumber yards.....	942	901	+5
Mail order (department store merchandise).....	411	342	+20	Automotive group.....	1,471	1,541	-5
Apparel group.....	978	982	0	Passenger car dealers.....	1,049	1,093	-4
Women's ready-to-wear stores.....	427	441	-3	Passenger car dealers (franchised).....	977	1,011	-3
				Tire, battery, accessory dealers.....	392	384	+2
				Gasoline service stations.....	413	390	+6
				Other retail stores.....	1,947	1,917	+2

¹ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.

Notes: Data in this table do not include Alaska and Hawaii. All kinds of business, total, and group totals include kinds of business not shown separately. Measures of sampling variability are provided on page 17.

FIG. 6.—TOTAL ACCOUNTS RECEIVABLE: END OF YEAR 1959 AND 1958
ALL RETAIL STORES BY SELECTED KIND OF BUSINESS

(Billions of Dollars)

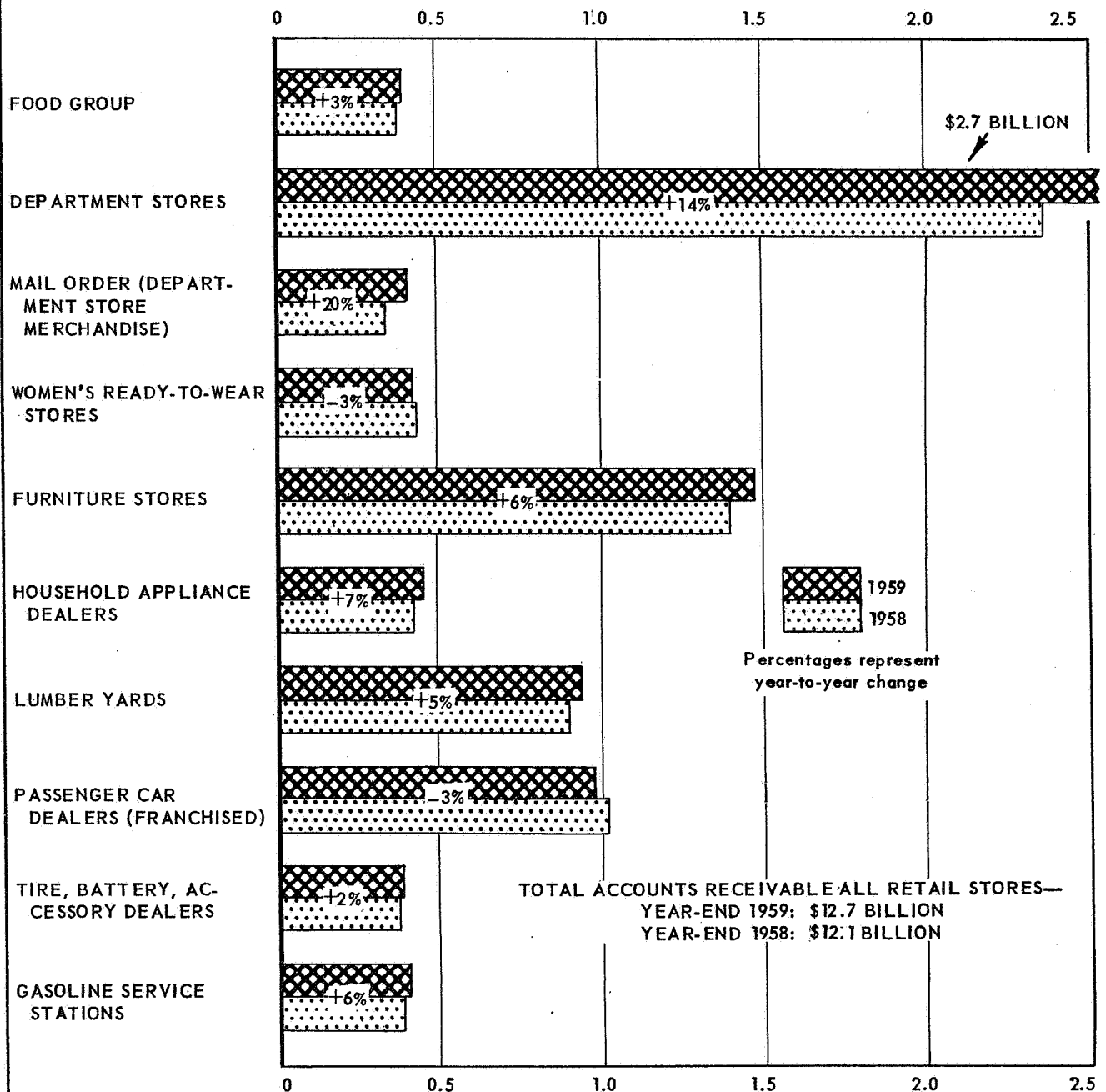


Table 8. ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS
UNITED STATES, BY KIND OF BUSINESS: END OF YEAR 1959 AND 1958

Page 13

(Millions of dollars)

Kind of business	Total			Charge accounts			Installment accounts		
	December 31--		Percent change, 1959 from 1958	December 31--		Percent change, 1959 from 1958	December 31--		Percent change, 1959 from 1958
	1959	1958		1959	1958		1959	1958	
All kinds of business, total.....	12,662	12,148	+4	7,009	7,119	-2	5,653	5,029	+12
Durable-goods stores, total.....	6,314	6,214	+2	3,225	3,273	-1	3,089	2,941	+5
Nondurable-goods stores, total.....	6,348	5,934	+7	3,784	3,846	-2	2,564	2,088	+23
Food group.....	396	383	+3	372	368	+1	24	15	+60
General merchandise group.....	3,350	2,931	+14	1,144	1,134	+1	2,206	1,797	+23
Department stores and dry goods, general merchandise stores.....	2,827	2,489	+14	1,075	1,066	+1	1,752	1,423	+23
Department stores.....	2,686	2,355	+14	1,003	984	+2	1,683	1,371	+23
Apparel group.....	978	982	0	730	761	-4	248	221	+12
Furniture and appliance group.....	2,174	2,086	+4	613	643	-5	1,561	1,443	+8
Lumber, building, hardware, farm equipment group.....	1,859	1,861	0	1,616	1,604	+1	(¹)	(¹)	(¹)
Automotive group.....	1,471	1,541	-5	710	756	-6	761	785	-3

¹ Not shown because of high sampling variability.

Notes: Data in this table do not include Alaska and Hawaii. All kinds of business, total, and group totals include kinds of business not shown separately. Measures of sampling variability are provided on page 17.

Table 9. ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS
UNITED STATES, BY KIND OF BUSINESS: END OF YEAR 1959 AND 1958

(Millions of dollars)

Kind of business	Total			Charge accounts			Installment accounts		
	December 31--		Percent change, 1959 from 1958	December 31--		Percent change, 1959 from 1958	December 31--		Percent change, 1959 from 1958
	1959	1958		1959	1958		1959	1958	
All kinds of business, total.....	3,633	3,101	+17	902	851	+6	2,731	2,250	+21
Durable-goods stores, total.....	1,121	979	+15	264	232	+14	857	747	+15
Nondurable-goods stores, total.....	2,512	2,122	+18	638	619	+3	1,874	1,503	+25
General merchandise group.....	2,151	1,796	+20	396	403	-2	1,755	1,393	+26
Department stores, and dry goods, general merchandise stores.....	1,711	1,442	+19	390	396	-2	1,321	1,046	+26
Department stores.....	1,677	1,412	+19	384	387	-1	1,293	1,025	+26
Apparel group.....	213	190	+12	122	110	+11	91	80	+14
Furniture and appliance group.....	397	371	+7	37	49	-24	360	322	+12
Lumber yards, building materials dealers ¹	140	126	+11	134	116	+16	(²)	(²)	(²)
Tire, battery, accessory dealers.....	242	220	+10	56	43	+30	186	177	+5

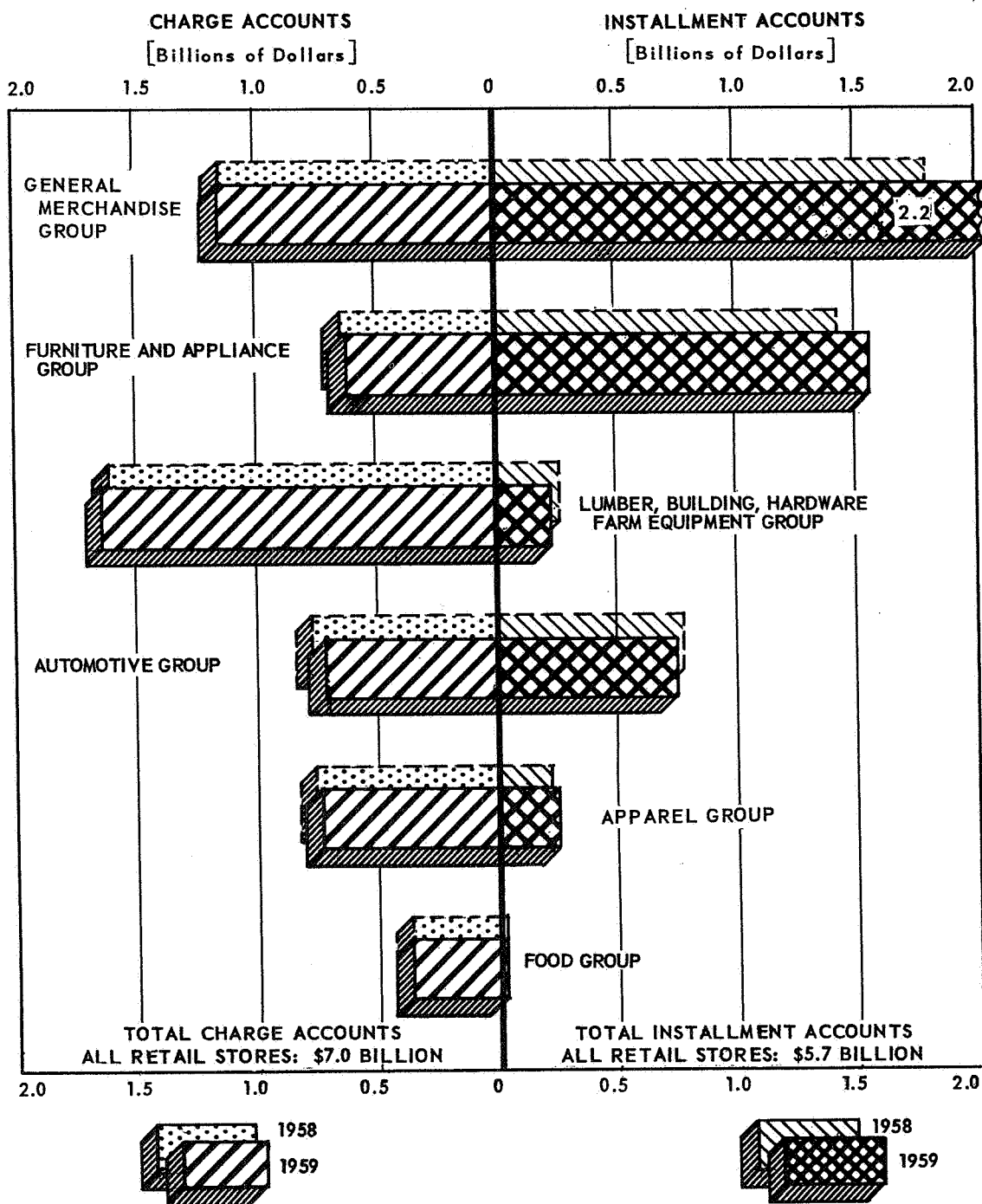
¹ Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

² Not shown because of high sampling variability.

Note: Data in this table do not include Alaska and Hawaii. All kinds of business, total, and group totals include kinds of business not shown separately. Measures of sampling variability are provided on page 17.

**FIG. 7.—ACCOUNTS RECEIVABLE ON CHARGE ACCOUNTS AND
INSTALLMENT ACCOUNTS: END OF YEAR 1959 AND 1958**

RETAIL STORES BY SELECTED KIND-OF-BUSINESS GROUPS



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SAMPLE DESIGN AND RELIABILITY OF THE DATA

Sample DesignI. Sales and Inventories

Data on sales and inventories in this report were compiled from reports received in the 1959 Annual Retail Trade Survey, which was based on essentially the same probability sample used by the Bureau of the Census to produce monthly estimates of sales of retail stores published in the Monthly Retail Trade Report. The 1959 annual sample consists of the following components:

A. Group II firms--Organizations which, in the 1954 Census of Business, were reported as operating 11 or more retail stores in the United States. All of these large organizations are included in the sample. Group II organizations generally provided one report for all of their retail stores. For those Group II firms with retail stores in more than one kind of business, the reported figures were prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1954 Census of Business. The kind of business data presented in both the 1958 and 1959 Annual Retail Trade Reports were derived by this method. The corresponding statistics in prior Annual Retail Trade Reports were derived by a different method and as a consequence are not strictly comparable.

B. Group I stores--Selected stores of organization which, in the 1954 Census of Business, were units of organizations operating 1 to 10 retail stores. Stores selected for this portion of the sample are located within 230 Census Sample Areas¹. These Census Sample Areas generally consist of combinations of two or three counties and were chosen randomly (with known probability of selection), one from each of 230 primary strata. Within these 230 Census Sample Areas, the sample consists of:

1. "Large" Group I stores, those stores whose annual sales in 1954 exceeded a designated amount varying by kind of business and Census Sample Area. All of the Group I "large" stores are included in the Bureau's monthly sales survey as well as the annual survey.

2. "Special" area segment stores, stores other than "large" stores described in 1 above located in a subsample of land segments (selected with known probability) within the Census Sample Areas and qualifying on the basis of either of the following criteria: (a) their 1954 sales exceeded criteria ranging from \$150,000 to \$300,000 by kind of business, or (b) their monthly sales from June 1957 through May 1958 exceeded criteria ranging from \$11,800 to \$39,400 by month and kind of business. All "special" area segment stores are included in the Bureau's monthly sales survey as well as the annual survey.

3. "Small" stores, all remaining stores located in the subsample of land segments within the Cen-

sus Sample Areas mentioned above. These land segments are divided into 12 panels so that, in general, "small" stores in a different group of land segments are personally enumerated each month of the year for purposes of the monthly report. The stores located in three of these panels (November, December, and January panels) were included in the annual survey.

APPROXIMATE NUMBER OF RETAIL STORES IN THE
1958 ANNUAL RETAIL TRADE SAMPLE

Total	Group II stores	Group I stores		
		"Large" stores	"Special" area segment stores	"Small" stores
122,000	87,000	6,000	6,000	23,000

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures (categories A, B1, and B2 above) were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey.

1. Respondents whose total receivables exceeded certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Respondents with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described in I, B3 above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

The December 31, 1959 accounts receivable data published in this annual retail trade report represent the estimates produced in the monthly accounts receivable survey for that month. Comparable data for December 1958 shown in this report, on the other hand, were compiled from reports received in the 1958 Annual Retail Trade Survey and were thus produced by means of different sampling and estimating procedures.

¹ Group I stores with sales of \$5 million or more in 1954 are an exception, such establishments being included in the sample, regardless of location.

Reliability of the Data

Because the estimates obtained are based on a sample, exact agreement is not expected with the results that would be obtained from a complete Census of retail stores in which the same enumeration procedure is used. However, because every retail store in the United States has had a chance of being selected for the sample, and because the probability of selection for each store in the sample is known, it is possible to approximate the sampling variability of the estimates made from the sample.

Approximate measures of the differences which may exist because of sampling for the estimates are shown in tables 10 to 13. Measures of sampling variability for sales-inventory ratios of retail stores have not been computed, but, in general, are expected to be less than those for merchandise inventory dollar volume estimates.

The measures of sampling variability shown are at the one sigma level. At this level, the chances are two out of three that the amounts estimated in this survey would differ from the results of a complete Census using the same enumeration procedure, by less than the percentage shown. Although certain data not expressly shown in this publication may be derived by subtraction, it should be pointed out they are subject to higher sampling variabilities and should not be used in making comparisons.

Measures of sampling variability shown in this report do not include biases which might arise from differences of response or nonreporting. Nonresponse amounted to about 3 percent for inventories, 6 percent for sales, and 14 percent for accounts receivable.

Table 10. SAMPLING VARIABILITY FOR DOLLAR VOLUME SALES ESTIMATES OF ALL RETAIL STORES

Kind of business	Sampling variability (percent)					Kind of business	Sampling variability (percent)				
	United States	North-east	North Central	South	West		United States	North-east	North Central	South	West
All kinds of business, total.....	1	2	1	2	3	Furniture and appliance group.....	3	6	5	4	5
Durable-goods stores, total.....	2	3	3	3	5	Furniture, home furnishings stores.....	3	6	6	5	8
Nondurable-goods stores, total.....	1	1	1	2	2	Furniture stores.....	4	8	7	6	9
Food group.....	1	2	2	2	4	Household appliance, TV, radio stores...	4	-	5	7	8
Grocery stores.....	1	2	2	2	5	Lumber, building, hardware, farm equipment group.....	3	5	4	5	7
Eating and drinking places.....	2	5	3	5	5	Lumber yards, building materials dealers	3	8	4	6	7
Eating places.....	3	5	4	5	6	Lumber yards.....	4	9	6	8	10
General merchandise group.....	1	1	1	3	4	Hardware stores.....	4	7	6	8	-
Department stores and dry goods, general merchandise stores.....	1	1	2	4	5	Automotive group.....	3	4	4	4	9
Department stores.....	2	1	2	5	6	Passenger car dealers (franchised).....	3	5	4	4	10
Variety stores.....	2	2	3	3	5	Gasoline service stations.....	2	3	3	3	5
Mail order (department store merchandise)	(¹)	(¹)	(¹)	(¹)	(¹)	Other retail stores.....	3	3	4	8	4
Apparel group.....	3	6	4	5	6	Drug and proprietary stores.....	2	5	4	4	6
Women's ready-to-wear stores.....	3	5	2	7	8	Liquor stores.....	3	6	6	8	7
Shoe stores.....	4	7	7	7	6						

¹ Sampling variability is very low because a large part of the estimate is accounted for by Group II firms, which are included on a certainty rather than a sample basis and are therefore not subject to sampling variability.

Notes: Sampling variability of the 1959 sales data are not available. The estimates of the sampling variabilities shown above, which were those derived from the 1958 sales statistics, are believed to be suitable approximations of the sampling variabilities of the 1959 statistics.

Data on sales of stores of organizations operating 11 or more retail stores are not based on a sample and are therefore not subject to sampling variability.

Table 11. SAMPLING VARIABILITY FOR MERCHANDISE INVENTORY ESTIMATES OF RETAIL STORES

Kind of business	Sampling variability (percent)		Kind of business	Sampling variability (percent)	
	All retail stores			All retail stores	
	Dollar volume estimate	Year-to- year change		Dollar volume estimate	Year-to- year change
All kinds of business, total.....	1	1	Furniture and appliance group.....	4	
			Furniture, home furnishings stores.....	4	
Durable-goods stores, total.....	2	1	Furniture stores.....	5	
Nondurable-goods stores, total.....	1	1	Household appliance, TV, radio stores.....	6	
			Household appliance dealers.....	7	
Food group.....	2	NA	Lumber, building, hardware, farm equipment group.....	3	
Grocery stores.....	2	NA	Lumber yards, building materials dealers.....	4	
			Lumber yards.....	4	
Eating and drinking places	4	3	Hardware stores.....	5	
			Farm equipment dealers.....	8	
General merchandise group.....	2	1	Automotive group.....	3	
Department stores and dry goods, general merchandise stores.....	2	1	Passenger car dealers.....	3	
Department stores.....	2	1	Passenger car dealers (franchised).....	4	
Variety stores.....	3	2	Tire, battery, accessory dealers.....	5	
Mail order (department store merchandise).....	(1)	(1)	Gasoline service stations.....	3	
Apparel group.....	4	2	Other retail stores.....	2	
Men's, boys' clothing, furnishings stores.....	6	4	Drug and proprietary stores.....	4	
Women's ready-to-wear stores.....	4	2	Liquor stores.....	5	
Shoe stores.....	5	2	Jewelry stores.....	6	

Note: Data on inventories of stores of organizations operating 11 or more retail stores are not based on a sample and are therefore not subject to sampling variability.

¹ See footnote (¹), table 10. NA Not available.

Table 12. SAMPLING VARIABILITY FOR MERCHANDISE INVENTORY ESTIMATES OF ORGANIZATIONS OPERATING 4 OR MORE RETAIL STORES

Kind of business	Sampling variability (percent)
All kinds of business, total.....	1
Food group.....	2
Grocery stores.....	2
General merchandise group.....	1
Department stores and dry goods, general merchandise stores.....	1
Department stores.....	2
Drug and proprietary stores.....	4

Note: Data on inventories of stores of organizations operating 11 or more retail stores are not based on a sample and are therefore not subject to sampling variability.

Table 13. SAMPLING VARIABILITIES FOR ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES

Kind of business	Sampling variability of dollar volume estimates (percent)						Kind of business	Sampling variability of dollar volume estimates (percent)					
	All stores			Group II stores ¹				All stores			Group II stores ¹		
	Total	Charge accounts	Install- ments	Total	Charge accounts	Install- ments		Total	Charge accounts	Install- ments	Total	Charge accounts	Install- ments
All kinds of business total.....	1	2	2	1	2	1	Furniture and appliance group...	4	5	5	1	5	(2)
Durable-goods stores, total.	2	2	3	1	2	1	Furniture, home furnishings stores.....	4	-	-	-	-	-
Nondurable-goods stores, total.....	2	2	2	1	2	1	Furniture stores.....	5	-	-	-	-	-
Food group.....	4	4	8	-	-	-	Household appliance, TV and radio stores.....	5	-	-	-	-	-
Eating and drinking places.....	14	15	31	-	-	-	Household appliance dealers.	6	-	-	-	-	-
General merchandise group.....	2	4	2	1	1	1	Lumber, building, hardware, farm equipment group.....	3	4	-	-	-	-
Dept. stores and dry goods, general merchandise stores...	2	4	2	1	1	1	Lumber yards, building materials dealers.....	4	-	-	4	4	-
Department stores.....	2	4	2	(2)	(2)	(2)	Lumber yards.....	5	-	-	-	-	-
Mail order (department store merchandise).....	(3)	(3)	(3)	-	-	-	Automotive group.....	5	5	6	-	-	-
Apparel group.....	4	4	7	-	-	-	Passenger car dealers.....	6	-	-	-	-	-
Women's ready-to-wear stores..	5	-	-	3	5	4	Passenger car dealers (franchised).....	7	-	-	-	-	-
							Tire, battery, accessory dealers.....	4	6	4	1	1	2
							Gasoline service stations.....	4	-	-	-	-	-
							Other retail stores.....	4	-	-	-	-	-

¹ A portion of the Group II stores accounts receivable estimate is based on a sample and is therefore subject to sample variability.

² Sampling variability less than .5 percent.

³ See footnote (1), table 10.

EXPLANATION OF TERMS

Retail trade

Includes those establishments primarily engaged in selling merchandise for personal, household, or farm consumption.

Some of the important characteristics of retail trade establishments, as defined for this survey, are: The establishment is a recognizable place of business and is engaged in activities to attract the general public to buy; the establishment buys or receives merchandise as well as sells; the establishment may render services or may engage in processing incidental or subordinate to selling. Not all of these characteristics need be present, and some are modified by trade practice. Excluded from retail trade are peddlers and itinerant vendors without an established place of business. Also excluded are places of business operated by institutions and open only to their own members or personnel, such as school cafeterias, cafeterias operated by industrial plants for their employees, and establishments operated by agencies of the Federal Government on Military posts, at hospitals, etc. However, liquor stores operated by States, counties, and municipalities are included.

Retail stores

Separate places of business primarily engaged in selling merchandise at retail, including separate departments in such stores leased to others.

In addition to those kinds of business readily recognizable as retail stores, such as grocery stores and drug stores, the term retail stores also includes eating and drinking places, gasoline service stations, lumber yards, coal yards, mail-order houses, establishments from which direct selling (house-to-house) is conducted, and establishments which sell merchandise through coin-operated vending machines. Stores with annual sales less than \$500 during the year 1959 were excluded from the tabulations for this report.

Sales

Total receipts from customers during the year after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Merchandise inventories

Stocks of goods (valued at cost) held for sale through retail stores. Merchandise inventories of

organizations operating 11 or more retail stores are shown for stores and combined for stores and warehouses. Included are only those warehouses which maintain a supply of merchandise primarily intended for distribution to retail stores within the organization.

Merchandise inventories exclude the value of fixtures, furnishings, equipment, and supplies used in store and warehouse operations and not held for resale. Inventories were reported as of the close of the calendar years, except for some businesses which used a fiscal year rather than the calendar year for accounting purposes. Less than 20 percent of the retail store inventory total refers to a fiscal-year end other than December 31, but this varied by kind of business (varying from about one-third for stores in the food and general merchandise group to about 5 percent for the automotive group). For most kinds of business, the majority of such fiscal-year reports provided January inventory figures. Data so reported have been accepted and included in the tabulations without adjustment.

Sales-inventory ratio

The relationship of annual sales to December 31 inventories, derived by dividing annual sales by the cost value of year-end inventories.

This sales-inventory ratio is based on data for those stores in operation throughout the full year only, except for the ratios for organizations with 11 or more stores which are derived from annual sales figures containing sales of some stores not in operation the full year. Ratios for organizations with 11 or more stores are based on store inventories only and do not include warehouse inventories.

Accounts receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the year. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding for which payment was scheduled to be paid in two or more parts.

ANNUAL RETAIL TRADE SURVEY KIND-OF-BUSINESS CLASSIFICATION AND CORRESPONDING
STANDARD INDUSTRIAL CLASSIFICATION (SIC) CODES

Annual retail trade survey kind-of-business classification	Corresponding 1957 SIC code
Food group.....	54
Grocery stores.....	541, excluding delicatessens
Eating and drinking places.....	58
General merchandise group.....	53 (See note below.)
Department stores and dry goods, general merchandise stores.....	531 and 5392
Department stores.....	531
Variety stores.....	533
Mail order (department store merchandise).....	5322
Apparel group.....	56
Men's, boys' clothing and furnishings stores...	561
Women's ready-to-wear stores.....	562
Shoe stores.....	566
Furniture and appliance group.....	57, excluding 5733 (music stores) but including 5932 (antique stores)
Furniture, home furnishings stores.....	571
Furniture stores.....	5712
Household appliance, TV, radio stores.....	572 and 5732
Household appliance dealers.....	572
Lumber, building, hardware, farm equipment group.	52
Lumber yards, building materials dealers.....	521, 522, 523, 524
Lumber yards.....	5211
Hardware stores.....	5251
Farm equipment dealers.....	5252
Automotive group.....	55, excluding 554 (gasoline service stations)
Passenger car dealers.....	551 and 552
Passenger car dealers (franchised).....	551
Tire, battery, accessory dealers.....	553
Gasoline service stations.....	554
Other retail stores.....	59, excluding 5932 (antique stores) but including 5733 (music stores)
Drug and proprietary stores.....	591
Liquor stores.....	592 and part of 92 and 93 (liquor stores operated by State and local governments)
Jewelry stores.....	597

Note: In the Standard Industrial Classification Manual, nonstore establishments, such as mail-order houses, merchandise vending machine operators, and direct selling (house-to-house) organizations are all included in the general merchandise group. In the Annual Retail Trade Survey, such establishments are classified with store-type establishments on the basis of the commodities sold. On this basis, mail-order houses (department store merchandise) are included in the general merchandise group, but other nonstore establishments are classified in other kind-of-business groups in the Annual Retail Trade Survey.

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NORTHEAST REGION	NORTH CENTRAL REGION	SOUTH REGION	WEST REGION
<u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut	<u>East North Central Div.</u> Ohio Indiana Illinois Michigan Wisconsin	<u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida	<u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada
<u>Middle Atlantic Division</u> New York New Jersey Pennsylvania	<u>West North Central Div.</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	<u>East South Central Div.</u> Kentucky Tennessee Alabama Mississippi	<u>Pacific Division</u> Washington Oregon California
		<u>West South Central Div.</u> Arkansas Louisiana Oklahoma Texas	